IN THE CLAIMS:

1.   (Currently Amended) A system for enabling targeted content delivery to a mobile device ~~user~~, said mobile device having a device address, said device address having associated therewith at least one unique identifier, said system comprising:

a message application server; and

a trigger system in communication with said message application server, said trigger system comprising:

a trigger client component configured to generate a trigger signal comprising a trigger action, user content request data and said at least one unique identifier; <u>and</u>

a trigger server component in communication with said trigger client component, said trigger server component configured to:

receive said trigger signal, <u>and</u>

send to said message application server said trigger signal for processing by said message application server;

wherein said message application server is configured to:

receive from said trigger system said trigger signal, and in response thereto:

derive said mobile device address from said at least one unique identifier,

generate content based on said user request data, and

send said generated content to said device address of said mobile device.

2.   (Original) A system as in claim 1 wherein said message application server further includes a message application database for storing transaction information comprising said user request data and said device address.

3.   (Original) A system as in claim 1 wherein said trigger client component is said mobile device.

4.   (Original) A system as in claim 1 wherein said trigger system comprises:

a client application residing on said trigger client component for generating said trigger signal; and

a server application residing on said trigger server component in communication with said client application and said message application server, said server application for receiving and processing said trigger signal sent by said client application..

5.   (Original) A system as in claim 4 wherein said client application is a WEB or WAP browser client component and said server application is a WEB or WAP server application component.

6.   (Original) A system as in claim 1, wherein said trigger client component further comprises at least one input device.

7.   (Original) A system as in claim 6, wherein said at least one input device is selected from the group consisting of a magnetic card reader, bar code reader, keyboard, keypad, touch pad, sensors, and any combination thereof.

8.   (Original) A system as in claim 7, wherein said sensors include a wireless sensor and a biometric sensor.

9.   (Original) A system as in claim 1 wherein said trigger client component is an account card and a reader and wherein said trigger signal is generated by swiping said account card through said reader and having said trigger system identify said unique identifier based on account card information 10. A system as in claim1, wherein said trigger system comprises an IVR system, said mobile device is a cellular phone, said device address is a cellular phone number and said trigger action is a voice call; said IVR system configured to process said trigger signal to acquire said cellular phone number of said cellular phone.

11.   (Original) A system as in claim 1, wherein said trigger system comprises a PSTN and a Phone Switch connected to said PSTN, said mobile device is a cellular phone, said mobile device address is a cellular phone number and said trigger action is a voice call; said trigger system configured to detect incoming call establishment requests from said PSTN and to process said trigger signal to acquire said cellular phone number of said cellular phone.

12.   (Original) A system as in claim 1 wherein said mobile device is a network-enabled device.

13.   (Original) A system as in claim 1 wherein said mobile device is a cellular phone having a cellular phone number as said device address.

14.   (Original) A system as in claim 1 wherein said device address is a calling number, a cellular phone number, an instant messaging address, an e-mail address or other addressing type.

15.   (Original) A system as in claim 1 further comprising:
an offer application component;
an offer entry system in communication with said offer application component, and
an offer database in communication with said offer application component for storing said generated content and said user request data, wherein said offer entry system is configured to:
redeem said generated content,
generate content redemption information comprising said redeemed content, and
send said content redemption information to said offer application component for storage in said offer database.

16.   (Original) A system as in claim 15, wherein said offer application component is further configured to:
receive said content redemption information and
check for and process valid redeemed content using a validation code.

17.   (Original) A system as in claim 16 wherein said offer entry system is further configured to generate a physical representation of said generated content.

18.   (Original) A system as in claim 17 wherein said physical representation of said generated content includes paper, card-stock, plastic or any other tangible medium.

19. (Original) A system as in claim18 wherein said offer entry system is a point of sale (POS) terminal for redeeming and providing a physical representation of said generated content.

20. (Original) A system as in claim 18 wherein said offer entry system is a kiosk for redeeming and providing a physical representation of said generated content.

21. (Original) A system as in claim 1 further comprising at least one communications network wherein said trigger system communicates with said message application server via said at least one communications network and wherein said trigger client device system communicates with said trigger server device via said at least one communications network.

22. (Original) A system as in claim 1 wherein said generated content comprises a message, a coupon, an offer or a promotion.

23. (Original) A system as in claim 17 wherein said generated content is a tangible medium containing a bar code representation of said validation code.

24. (Original) A system as in claim 23 wherein said validation code representation comprises a bar code.

25. (Original) A system as in claim 16 wherein said validation code encodes information pertaining to said user, generated content, unique identifier or mobile device for the purpose of tracking redemption on a per user basis.

26. (Original) A system as in claim 16 wherein said validation code is a numerical or alphanumerical code.

27. (Original) A system as in claim 16 wherein said validation code is an image to be scanned.

28.   (Original) A system as in claim 16 wherein said mobile device processes and stores said validation code.

29.   (Original) A system as in claim 16 wherein said validation code contains one or more checksum digits whereby code input errors can be detected.

30.   (Original) A system as in claim 16 further comprising at least one first external system coupled to said message application server; said at least one first external system for facilitating the generation, redemption, analysis, verification and/or delivery of said generated content.

31.   (Original) A system as in claim 30 wherein said at least one first external systems includes enterprise application systems, back-end payment systems, CRM systems and loyalty systems.

32.   (Original) A system as in claim 17 further comprising at least one second external system coupled to said offer application component, said at least one second external system facilitating the generation, redemption, analysis, verification and/or delivery of said generated content.

33.   (Original) A system as in claim 32 wherein said at least one second external system includes enterprise application systems, back-end payment systems, CRM systems and loyalty systems.

34.   (Original) A system as in claim 32 wherein said validation code is similar to a Credit Card or Payment Card number and wherein said at least one second external system is a backend payment system that processes said validation code.

35.   (Original) A system as in claim 1 further comprising a mobile network in communication with said mobile device and wherein said message application server sends said generated content to said device address via said mobile network.

36-142. (canceled)